CLAIMS

What is claimed is:

1. A method comprising:

   receiving basic information for a product;

   receiving option information for said product;

   displaying said basic information and said option information to a user;

   receiving one or more user inputs;

   selecting one or more options based on said received one or more user inputs; and

   presenting a substantially close match for said product with said selected options.

2. The method of claim 1 wherein said one or more user inputs are received from a plurality of users.

3. The method of claim 2 wherein one or more of said one or more user inputs consists of information selected from the group consisting of a buying price range, a selling price range, a bid price, a strike price, a selling price, a reserve price, and a selling price.

4. The method of claim 2 wherein said match is a price.

5. The method of claim 2 further comprising displaying said product with said selected one or more options.

6. The method of claim 2 wherein said selecting further comprises deselecting a previously selected one or more options.

7. The method of claim 6 further comprising a user input form which automatically expands in response to items added and contracts in response to items deleted.

8. The method of claim 7 wherein said expansion and contraction is in a direction selected from the group consisting of horizontally and vertically.

9. The method of claim 2 further comprising updating all prices associated with said product and all options regardless of said selected options.

10. The method of claim 9 wherein said updating occurs in response to said one or more user inputs.

11. The method of claim 10 wherein said presenting further comprises a viewing screen dynamically changing in response to inputs selected from the group consisting of new inputs from users, new inputs from sellers, accepted bids, rejected bids, modified listings, removed listings, delivery dates, changes in delivery dates, user sorting preferences, and user searching.

12. The method of claim 2 wherein said displaying further comprises:

setting a base starting price for said user; and

displaying to a seller updated profit/loss relative to a current bid from said user.

13. A machine-readable medium having stored thereon instructions, which when executed performs the method of claim 1.

14. A system comprising a processor coupled to a memory, which when executing a set of instructions performs the method of claim 1.

15. A method comprising starting an auction which is to end after a predetermined time interval based on an event selected from the group consisting of receipt of a first bid, receipt of a second bid, and receipt of a rival bid.

16. The method of claim 15 wherein said predetermined time interval may be extended or reduced by a time period based on bidding activity resulting in an actual auction closing time.

17. The method of claim 16 wherein said actual auction closing time is only visible during said extended/reduced time period and only to one bidder, said one bidder being in a leading position at any moment in said extended/reduced time period.

18. The method of claim 16 further comprising selecting a bid fixed at a prorated percentage premium above a current highest bid and resulting in said actual auction closing time.

19. An apparatus comprising:

    means for receiving basic information for one or more products;

    means for receiving option information for said one or more products;

    means for displaying said basic information and said option information to one or more users;

    means for receiving inputs from said one or more users;

    means for selecting one or more options based on said received inputs from said one or more users; and

    means for presenting one or more listings for said product with said selected options to said one or more users.

20. A machine-readable medium having stored thereon information representing the apparatus of claim 19.